TO: DEPARTMENT 01/82 CIGARETTE ASSOCIATE, UPC AND INVOICE CLERK

FROM: DEPARTMENT 01/MCLANE OPERATIONS

DATE: MAY 12, 1997

IN ADDITION TO THE "MANUFACTURER SPONSORED PROMOTION". STARTING ON MAY 12, 1997 AND ENDING ON JUNE 15, 1997. R.J.REYNOLDS HAS TARGETED YOUR STORE FOR AN ADDITIONAL "MANUFACTURER SPONSORED PROMOTION". WHERE THE SALES ARE STRONGER THAT THE NATIONAL AVERAGE.
YOU WILL NEED TO PRINT A STORE LEVEL SIGN TO IDENTIFY THE REGULAR PRICE AND THE **** IN STORE SALE **** PRICE. YOU MUST LIST THIS AS A "MANUFACTURER SPONSORED PROMOTION". THE PRODUCT INVOLVED WILL BE "SALEM CIGARETTES" CARTONS AND SINGLE PACKS. YOU WILL NEED TO REDUCE YOUR CARTONS BY $2.00 AND SINGLE PACKS BY .20 CENTS.

********** NO MARK-DOWNS WILL BE REVERSED OR COST\RETAIL CREDIT WILL BE GIVEN FOR ANY MARK-DOWNS TAHT OCCUR AFTER JUNE 15, 1997 **********

THE START DATE IS MAY 12, 1997 AND THE END DATE IS JUNE 15, 1997 . . . . .

SALEM CARTON ITEM NUMBERS: 162238, 162378, 162239, 162380, 164258, 162377, 162237, 162369.

SALEM SINGLE PACK ITEM NUMBERS: 184364, 184549, 184378, 184591, 184738, 184435, 184357, 184428.

<<<<<<<<<<<<<<<<< NOTE >>>>>>>>>>>>>>>>>

WE WILL SEND ANOTHER TWIX AT THE FIRST OF JUNE TO REMIND THE STORES TO END THE R.J. REYNOLDS PROMOTIONS . . .

IF YOU HAVE ANY QUESTIONS PLEASE CALL MCLANE OPERATIONS AT (501) 273-8323.

END OF NOTE

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